

HEALTH AILMENT BUYERS FROM VAYAN MARKETING GROUP

845,000 2ND QTR 2007 BUYERS \$140/M
3,354,000 TOTAL BUYERS \$110/M

SUMMARY: COUNTRY MARKETING LIMITED HAS PARTNERED WITH VAYAN MARKETING GROUP, LLC. ONE OF THE LEADING MULTI-CHANNEL MARKETING FIRMS, TO PROVIDE THE MOST ACCURATE UP TO THE MOMENT HEALTH AILMENT DATA.

VAYAN AILMENT INFORMATION HAS BEEN SOURCED AT THE POINT OF PURCHASE, COMPLETION OF A CONTACT FORM OR VIA TELEMARKETING. THESE INDIVIDUALS HAVE ALL RESPONDED TO VARIOUS HEALTH-RELATED OFFERS THROUGH INTERACTIVE MARKETING EFFORTS. THE CALL-TO-ACTION MIGHT HAVE INCLUDED CALLING A TOLL-FREE NUMBER TO MAKE A PURCHASE, COMPLETING A CONTACT FORM AND REQUESTING MORE INFORMATION PRIOR TO PURCHASING, OR VISITING AN ORDER LANDING PAGE AND PURCHASING THE PRODUCT IN "REAL TIME". AS PART OF THE PURCHASING PROCESS RESPONDENTS ALSO TOOK PART IN A TELEPHONE OR ONLINE SURVEY PROVIDING DETAILED HEALTH INFORMATION ABOUT THEMSELVES OR THEIR FAMILIES.

COUNTRY MARKETING'S PARTNERSHIP WITH VAYAN OFFERS OVER 100 DATA POINTS ON INDIVIDUALS SO WE CAN OFFER SELECTIONS TO INCLUDE: LIFESTYLE INTERESTS, AGE, INCOME, ETHNICITY, PRESENCE OF CHILDREN, MARITAL STATUS, HOME OWNERSHIP, LENGTH OF RESIDENCE AND MORE...PLEASE INQUIRE.

HEALTH AILMENT BUYERS FROM VAYAN MARKETING GROUP ALLOWS MAILERS AND TELEMARKETERS TO TARGET RESPONSIVE BUYERS BY THE TYPES OF AILMENTS THEY SUFFER. THESE BUYERS ARE PERFECT AUDIENCE FOR THE FOLLOWING OFFERS: HEALTH, INSURANCE, NEWSLETTERS, PHARMACEUTICAL, TRAVEL, CATALOGS AND MORE!

VAYANM

JULY 2007

MATERIAL :
E-MAIL \$75/F

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

AGE \$10/M

AILMENT \$10/M

LIFESTYLE \$10/M

MARITAL STAT \$10/M

INCOME \$10/M

ETHNICITY \$10/M

PRES OF CHILD\$10/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

AILMENT:	UNIVERSE	3 MONTH HOTLINE
ASTHMA	59,528	15,994
ARTHRITIS	174,409	46,312
HIGH CHOLESTEROL	214,126	54,624
DEPRESSION	104,441	26,854
DIABETES	435,838	109,834
HEART CONDITION	136,348	34,128
HEART BURN/ACID REFLUX	140,322	35,123
HYPERTENSION	302,097	75,286
MIGRAINE	53,147	13,645
ACHING JOINTS	117,675	29,323
BACK PAIN	149,294	37,418
RX INSURANCE	285,672	71,079
USES RX MED	644,317	161,382
SPENDS OVER \$100 PER MONTH ON RX	125,530	31,382
PURCHASES RX FROM CANADA	103,407	25,860
TAX-EXEMPT DISABLED	307,537	76,894

DEMOGRAPHICS: 45% FEMALE
55% MALE
5% UNKNOWN

SOURCE: POINT OF PURCHASE, COMPLETION OF A CONTACT
FORM OR VIA TELEMARKETING.

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER
MAIL DATE WILL BE BILLED AT FULL RENTAL RATES.
ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED
RUNNING CHARGES + \$50.00 FLAT FEE.